



**Shop Rome First . . . and Win! Promotion Continues to Grow:  
Contest, Open House Weekend, and Shop Rome Bucks**

**Sponsors:**



The Retail Promotion Committee of the Rome Area Chamber of Commerce kicks off its fourth annual *Shop Rome First!* promotion, which includes prizes, a city-wide Open House, and Shop First Bundles of Bucks, sponsored by First Niagara Bank and media sponsor, the Rome Daily Sentinel.

**The CONTEST**

In the *Shop Rome First . . . and Win!* contest, more than \$12,000 in prizes donated by 45 Rome businesses will be given away to thirteen winners. Chamber representatives will draw names for prizes beginning Thursday, December 1, when three winners will be chosen. Subsequent drawings will be on December 8, December 15, with the final and Grand Prize drawings on Thursday, December 22.

Shoppers can register to win most participating Rome merchants who have donated prizes, listed below. Rome Chamber members are listed in **bold**.



**SANTA LEVEL** (Donated prize value: \$501+)

**Delta Divers, 1249 Erie Blvd**, PADI Open Water Certification Course complete with mask, fins, snorkel & boots: \$560 value

**Engelbert's Jewelers, 265 W Dominick St**, Man's and Woman's Watch

**Erie Canal Village, 5789 New London Rd**, Ten season passes for 2006, valued at \$85 each

**Olney's Flowers, 2002 N James St**, Five \$100 shopping spree certificates for Christmas giftware

**Ray of Hope Yoga & Reiki Studio, 107 W Court St**, Four gift certificates (10 yoga sessions each) \$400 value; Four 1-hour Reiki Sessions, valued at \$55 each

**Rome Cinema/Digital Screen Ads, Westgate Shopping Plaza**, Three months of advertising at Rome Cinema, a \$2450 value. This will be a Special Drawing for Shop Rome First participants who are Chamber members, only.

**The Jewel Box, 815 Black River Blvd**, 14K Diamond Necklace with sapphires, valued at \$650

**RUDOLPH LEVEL** (Donated prize value: \$251-\$500)

8. **Caribbean Connection /Haircastle, 748 Erie Blvd**, Ten tanning sessions; Five haircut gift certificates; 1 nail gift certificate; One hair product gift certificate; One tanning gift certificate
9. **Ridge Street Depot, 119 Ridge St**, Five hand painted slate scenes, valued at \$50 each
10. **Lowe's Home Improvement, 1230 Erie Blvd W**, Six \$50 Gift Cards
11. **Staples Store #540, 107 Erie Blvd W**, Six \$50 gift cards
12. **The Photo Shoppe, 1705 N James St**, Six gift assortments including portrait sittings; themed groupings for Christmas, Victorian, Adirondack and Contemporary items.
13. **King Pin Lanes, 7157 E Dominick St**, Four certificates for up to 4 people for Cosmic Bowling. One large pizza & pitcher of soda for each of the four winners
14. **Cornucopia Candles & Toy Shoppe, 2051 N Madison St**, Yankee Candle Fragrance-of-the-Month for one year!

#### ELF LEVEL

15. **Ace Hardware, 115 Black River Blvd**, Four \$25 gift certificates
16. **Applebee's Neighborhood Grill & Bar, 1794 Black River Blvd**, Four \$25 gift certificates
17. **Candy Crafts & Creations, 202 N George St**, Four \$25 gift certificates
18. **Carol's Crafts, 1245 Erie Blvd W**, Four \$25 gift certificates
19. **Curves of Rome, 142 Black River Blvd**, Two 2-month memberships
20. **Darkroom Unlimited, 418 W Dominick St**, Microscope
21. **DiBella's Neighborhood Emporium, 506 N James St**, Five \$20 gift certificates
22. **Dr Jerry L. Baker, 1300 Floyd Ave**, Sunglasses
23. **Fort Stanwix National Monument Bookstore, Marinus Willett Center, 112 E Park St**, Basket of Books & Assorted 18th Century Items
24. **Guggi's Carpet & Furniture**, Lamp valued at \$199
25. **Herb Philipson's Army & Navy Store, 300 W Dominick St**, Four \$25 gift certificates
26. **J C Penney Co., Freedom Plaza**, Two \$50 gift certificates
27. **Jason Ray, 1513 E Dominick St**, Two gift certificates for Full Car Detail, \$147.83 value each
28. **Mangino Auto Supply Inc, 527 Erie Blvd W**, Four \$25 gift certificates
29. **Odd Creations Junkett, 601 W Dominick St**, Four \$25 gift certificates
30. **Price Chopper, 1790 Black River Blvd**, Four \$25 Gift Cards
31. **RBC Dain Rauscher, 200 W Dominick St**, Gift Basket, \$100 value
32. **Red Barn Country Crafts, 6327 Lamphear Road**, Fifteen 12" Grapevine Angels w/ Berries, valued \$7 each
33. **Red Geranium Gifts, 823 Black River Blvd**, Two \$50 Gift Certificates and two Christopher Radko ornaments, valued at \$50 each
34. **Rome Historical Society, 200 Church St**, Gift bag including a free year membership, old post office box bank valued at \$75, plus miscellaneous Rome info; \$120 value
35. **Rome Sentinel Co., 333 W Dominick St**, Daily Sentinel Local Page "Happy Birthday" ad; 7-day, 3-line Classified Ad; 13-week subscription (some restrictions apply)
36. **Sara Langley Designs LLC, 210 N George St**, Park Tote Mini & Jillian Cosmetic Case created in coordinating fabrics of the season; value \$160
37. **Schuss Ski, Bicycle & Golf Shop, 811 Black River Blvd**, Four \$40 Gift Certificates
38. **Skip's Auto & Truck Repair, 607 S James St**, Four oil change certificates
39. **Sophia, 825 Black River Blvd**, Four \$25 gift certificates
40. **Spectrum Paint Decorating Center, 1165 Erie Blvd W**, 6' Fiberglass Step Ladder, 2 Gal. Regal Paint & Roller Kit
41. **Teddy's Restaurant, 851 Black River Blvd**, Twelve \$20 gift certificates
42. **The Boutique at the Ava Dorman Center, 305 E Locust St**, Basket of Candles and misc. Items
43. **Turner Glass Art, 105 Ft Stanwix Park So**, "Floral Beauty" candle lantern: \$150 value,

on display @ Ridge St. Depot

44. **Wal-Mart Supercenter Rome, 5815 Rome Taberg Rd**, One \$100 gift card

45. **Wilcove-Rockford Auto Glass & Radiator, 301 Erie Blvd**, Keyless entry installed

Each time a person visits one of the participating retailers, he or she is encouraged to fill out *one* entry form *per person, per visit*.

Winners must pick up prizes at the participating merchants' locations, presenting the official Chamber certificate they will receive upon notification. The Chamber will provide winners with an authorized certificate that identifies them as the winner, and itemizes the prizes within their bundle store locations. There is *no purchase necessary* to register to win. For further information, please contact the Rome Area Chamber of Commerce, 337.1700, or [info@romechamber.com](mailto:info@romechamber.com).

#### Rules & Regulations:

- \* Winners must redeem prizes at the stores' locations.
- \* Chamber employees and immediate family members, storeowners and managers are not eligible to enter this promotion.
- \* Contestants must be 18 to enter.

### **OPEN HOUSE WEEKEND**

**Friday, Saturday & Sunday, December 2, 3 & 4, 2005**

For the first time, the Chamber is partnering with the City of Rome to kick off the 'Shop Rome First' Open House Weekend, starting on Friday evening, December 2, 2005, at 6PM. **The City of Rome Tree Lighting Ceremony** promises to be fun for the whole family. On the corner of North James and Court Streets, the public can wait for Santa's arrival and enjoy live entertainment, free wagon rides, and the spectacle of live reindeer and the Trinkaus Village decorations and lights. Food vendors will be on the premises, and Bikes for Kids will offer a FREE Raffle Ticket for every child. At 7:15PM, Santa is scheduled to arrive, and children will have an opportunity to talk to Santa, and receive a free candy cane from Mrs. Claus. North James Street will be closed in the vicinity of Court & Park Streets, Veterans Park and Gansevoort Park during this event. Schedule subject to change. For up-to-the-minute information, refer to [www.romenewyork.com/](http://www.romenewyork.com/)

The evening's fun continues with a stroll down the REACH (Rome's Entertainment, Arts, Culture & History) Corridor along West Dominick Street (from N. James St. to N. George St.) for special **Main Street® Open House Weekend Events** that include **Cartoon Shorts at the Capitol Theatre 5-10PM**. At the **REACH Building (formerly Oliver's)**, **FREE refreshments & holiday crafts for kids will be on hand, in addition to an Art Show presented by the Rome Art & Community Center**.

In addition, Shop Rome First Elves will be handing out information for Mom & Dad about special shopping hours and offers city-wide for Open House Weekend, December 2, 3 & 4<sup>th</sup>.

1. **Ace Hardware**, 115 Black River Blvd, 339-2223, 7:30am-8pm Fri., 7:30am-8pm Sat., 9am-6pm Sun. Serve refreshments and raffle Weber Baby Q Grill
2. **Applebee's Neighborhood Grill & Bar**, 1794 Black River Blvd, 336-9833, Friday 3-6pm Happy Hour
3. Bostwick Liquors Inc, 204 S George St, 336-5570, 9am-9pm Fri., 9am-9pm Sat., 12-5pm Sun. All Wine 10% off. All Wine 15% off by the case.
4. **Candy Crafts & Creations**, 202 N George St, 337-2202, 10am-6pm Fri., 10am-6pm Sat., 10am-4pm Sun. buy 1 get 1 50% off Wind & Willow Cheese Ball Mix
5. **Caribbean Connection /Haircastle**, 748 Erie Blvd, 339-8266, 10am-3pm Fri., 10am-3pm Sat., 12n-3pm Sun. 20% off products; spray tan specials
6. Carol's Crafts, 1245 Erie Blvd W, 336-3785, 10am-5pm Sat., 10% off entire store
7. **Cornucopia Candles & Toy Shoppe**, 2051 N Madison St, 336-8059, 10am-7pm Fri., 10am-5pm Sat., 12n-4pm Sun. 7-11pm. Friday Pajama Night

8. **Curves of Rome**, 142 Black River Blvd, 339-5525, 7am-7pm Fri., 11am-3pm Sat., 11am-3pm Sun.
9. **Darkroom Unlimited**, 418 W Dominick St, 336-9152, 10am-9pm Fri., 9am-4pm Sat., 11am-3pm Sun. 10% off Photo Christmas cards ordered on Open House weekend.
10. **Delta Divers**, 1249 Erie Blvd, 337-2300, 11am-8pm Fri., 10am-5pm Sat.
11. DiBella's Neighborhood Emporium, 506 N James St, 336-7890, 9am-9pm Fri., 10am-6pm Sat., 10am-4pm Sun. Free box of crackers with purchase of Erie Canal Cheese
12. **Engelbert's Jewelers**, 265 W Dominick St, 337-3100, 10am-6pm Fri., 10am-5pm Sat., 12-5pm Sun. Saturday and Sunday Only \$10 gas card for every \$100 you spend in Rome Store Only.
13. **Erie Canal Village**, 5789 New London Rd, 337-3999, 1-4pm Sat., 1-4pm Sun. 20% off total purchase in museum shop
14. **Fort Stanwix National Monument Bookstore**, Marinus Willett Center, 112 E Park St., 338-7734, 9am-5pm Fri., 9am-5pm Sat., 9am-5pm Sun. Shop & Enjoy Refreshments. Receive instructions & watch a demo of Indian Finger Weaving on Sat. at 10am & 1pm.
15. **Herb Philipson's Army & Navy Store**, 300 W Dominick St, 9am-9pm Fri., 9am-9pm Sat., 10am-6pm Sun.
16. **Odd Creations Junkett**, 601 W Dominick St, 339-1731.
17. **Olney's Flowers**, 2002 N James St, 339-6000, 8am-8pm Fri., 8am-6pm Sat., 9am-5pm Sun.
18. **Ray of Hope Yoga & Reiki Studio**, 107 W Court St., 337-YOGA(9642), 8am - 10pm Fri., 8am - 5pm Sat, 10am-4pm Sun. Purchase 6 yoga sessions, receive 2 free - \$20 savings.
19. **Red Barn Country Crafts**, 6327 Lamphear Road, 13440, 9am-8pm Fri., 9am-8pm Sat., 9am-8pm Sun.
20. Red Geranium Gifts, 823 Black River Blvd, 699-6654, 10am-8pm Fri., 10am-5p, 11am-4pm Sun. Christopher Radko signing event on 12/2/05 3-7pm; Drawings for Radko ornaments; Refreshments to be served all weekend.; Sale on Portmeirian China.
21. **Ridge Street Depot**, 119 Ridge St., 337-0177, 10am-11pm Fri., 10am-7pm Sat., 11am-3pm Sun. Fri. Refreshments/kids craft free. Sat. & Sun. 10% off.
22. **Rome Art & Community Center**, 308 W Bloomfield St, 336-1040, 10am-7:30pm Fri., 10am-4pm Sat., 10% off all RACC Merchandise (does not include artwork)
23. **Rome Historical Society**, 200 Church St, 336-5870, 10am-3pm Fri., 10am-3pm Sat., 12n-3pm Sun. 10% off to all members
24. **Sara Langley Designs LLC**, 210 N George St, 336-3311, 10am-7pm Fri., 10am-7pm Sat., 9am-4pm Sun. extended store hours and light refreshments
25. **Schuss Ski, Bicycle & Golf Shop**, 811 Black River Blvd, 337-4320, 10am-8pm Fri., 10am-5pm Sat., 12-5pm Sun.
26. Spectrum Paint Decorating Center, 1165 Erie Blvd W, 336-8200, 7am-6pm Fri., 8am-4pm Sat.
27. **Sophia**, 825 Black River Blvd, 336-5606, 8am-9pm Fri., 8am-9pm Sat., 8am-9pm Sun. 10% off purchase
28. **Spressos**, 307 N James St, 339-1351, 7am-10pm Fri., 7am-10pm Sat., 7am-4pm Sun.
29. **The Jewel Box**, 815 Black River Blvd, 337-9310, 9am-8pm Fri., 9am-5pm Sat., 12-5pm Sun. Special storewide sale
30. **The Photo Shoppe**, 1705 N James St, 338-5712, 9:30am-6pm Fri., 10am-5pm Sat., 11am-3pm Sun. 25% off Frames & Albums; 15% off Xmas items
31. **Wilcove-Rockford Auto Glass & Radiator**, 301 Erie Blvd, 724-2165, 8am-5pm Fri., free second remote with remote car starter purchase



#### SHOP ROME FIRST BUNDLES OF BUCKS

"Shop Rome First Bucks are going to be easy and convenient: gift-givers can save time, save on gas, and still give a great gift," said committee chairman, Peter Capponi (The Jewel Box). "Gift-getters

save on gas, can spend where they want, and take advantage of after-holiday sales. The Bucks are better than a gift certificate; they can be redeemed at more than one store. Shop Rome First Bucks keep shopping dollars (and sales tax) in Rome."

Twenty-two Rome businesses will accept Shop Rome First Bucks as cash through January 31, 2006. Shoppers can help keep shopping dollars in Rome by purchasing Shop Rome First Bucks for gift giving. **Bundles of Bucks may be purchased** in \$5, \$10, \$20, and \$25 bundles at the Rome Area Chamber of Commerce office, 139 West Dominick Street, with payment accepted in cash only (**download order form in PDF format [here](#)**). Shop Rome First Bucks can be redeemed through January 31, 2006 at any participating Shop Rome First Merchant listed on each Buck:

1. **Ace Hardware**, 115 Black River Blvd
2. **Candy Crafts & Creations**, 202 N George St
3. Carol's Crafts, 1245 Erie Blvd W
4. **Cornucopia Candles & Toy Shoppe**, 2051 N Madison St
5. **Curves of Rome**, 142 Black River Blvd
6. **Darkroom Unlimited**, 418 W Dominick St
7. **Delta Divers**, 1249 Erie Blvd
8. DiBella's Neighborhood Emporium, 506 N James St
9. **Engelbert's Jewelers**, 265 W Dominick St
10. **Jervis Public Library**, 613 N Washington St
11. **Olney's Flowers**, 2002 N James St
12. **Red Barn Country Crafts**, 6327 Lamphear Road
13. **Ridge Street Depot**, 119 Ridge St.
14. Skip's Auto & Truck Repair, 607 S James St
15. **Schuss Ski, Bicycle & Golf Shop**, 811 Black River Blvd
16. Spectrum Paint Decorating Center, 1165 Erie Blvd W
17. **Sophia**, 825 Black River Blvd
18. **Spessos**, 307 N James St
19. Teddy's Restaurant, 851 Black River Blvd
20. **The Jewel Box**, 815 Black River Blvd
21. **The Photo Shoppe**, 1705 N James St
22. **Wilcove-Rockford Auto Glass & Radiator**, 301 Erie Blvd

Shop Rome First Bucks are redeemable in one-dollar (\$1.00) units, toward purchases made at participating Shop Rome First merchants in Rome. The Bucks are numbered, printed on special paper, and only those embossed with the official seal of the Rome Area Chamber of Commerce are valid. Participating retailers may redeem all bucks collected for the same amount in cash at the Rome Area Chamber of Commerce office, no later than February 28, 2006, to receive payment.

## COMMUNITY-WIDE COOPERATION

Shop Rome First 2005 is a true community effort. The Rome Chamber printed 15,000 brochures with a locator map and listing of businesses participating in the Shop Rome First...and Win contest. Information on the City of Rome's Tree Lighting Ceremony and the Main Street<sup>®</sup> activities is listed also. Businesses requested almost 5,000 brochures to distribute to their employees; the Rome Art and Community Center will distribute another 5,000 brochures over the two extended weekends of Holiday House, and the remainder will be available at retailers, Jervis Public Library, and the Rome Chamber office. Ten thousand Open House Weekend fliers, listing participating businesses' special hours and offers, will also be included in the brochures through December 4<sup>th</sup>. Eighteen students in the Rome City School District's School-to-Work program, under the direction of Robin Wadsworth, collated and bundled 10,000 brochures and fliers for the Chamber's distribution requirements.

The City of Rome has realized an increase in sales tax during each of the Chamber's Shop Rome First holiday promotions since 2001. With growing support from the community, each year Shop Rome First strengthens public awareness of Rome's retail treasures.

**THE COMMITTEE**

Committee chair Peter Capponi (The Jewel Box), and committee members Laurie Fusco (Ridge Street Depot), Jim DiBella (DiBella's Neighborhood Emporium), Glenn Cleveland (Copy-Tec), Tom Ziegler (City of Rome), Mark Hubal (Staples) and Sarah Rushton (Engelbert's Jewelers) encourage shoppers to enjoy the festivities, explore what Rome has to offer, and Shop Rome First! for the 2005 holiday season.

For more information on these Shop Rome First Holiday Promotions, contact the Rome Chamber by phone (337-1700) or e-mail ([info@romechamber.com](mailto:info@romechamber.com)).